



What can a dollar do?

For every dollar donated, the Measles Initiative* is able to provide one child with a life-saving vaccine against a disease that can be so deadly, yet so simple to prevent. That single dollar covers the cost of all necessary resources, including vaccines, syringes, cotton balls, vitamin A supplements, and educational materials.

* The Measles Initiative is the product of a partnership between the American Red Cross, the United Nations Foundation, and the Center for Disease Control and Prevention. Supporting partners include the United Nations Children's Fund, World Health Organization, and the International Federation of Red Cross/Red Crescent Societies.

Partners



Measles Initiative
March 12-18 2006

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**BE PART OF AN
INTERNATIONAL
MOVEMENT TO END
MEASLES CRISIS**



**This fall, join groups across
Central Maryland in the
fight to end the disease
of measles by hosting an
event during
Measles Eradication Week.**

March 12-18, 2006

What is Measles?

Measles is an acute, highly contagious viral disease—characterized by a fever, flu-like symptoms, and the eruption of painful red spots on the skin—which can lead to serious infection, diarrhea and pneumonia. Each year, 200 million children are at risk for developing the disease, but only half receive the vaccination through existing services. As a result, nearly 1 million children die of measles every year—500,000 in Africa alone.



Measles is the leading cause of vaccine-preventable death among children in Africa.

Every minute, 1 child dies ...

Every hour, 51 children die ...

Every day, 1,200 children die ...

from measles in Africa.

How Do I Host a Measles Eradication Week Event?

The goal of *Measles Eradication Week (MEW)* is to raise awareness in Central Maryland about the worldwide measles crisis and to raise money for measles vaccines overseas.

Your school, business, or organization can help us work towards the eradication of measles by hosting an event during *MEW*. Your event may be only one day or a week long depending on your time. Before deciding how to organize a event with your group, assess your time, volunteer support, and budget. Then, log onto <http://www.redcross-cmd.org> for more details about this crisis and activities you can host.

March 12-18, 2006

Schools, community groups and businesses all across Central MD are invited to host an event to help eradicate the disease of measles.

On February 8th, the Central Maryland Red Cross will hold a *Measles Eradication Week Kick-Off Celebration* for all interested groups and organizations. The kick-off will present steps for hosting a successful *MEW* event; facts about the current crisis; tips for presenting information to your group; materials to use for your event; and a chance to meet with other groups hosting events. Check <http://www.redcross-cmd.org> for more information about this event.

What Has Been Done So Far ...

Since its inception in 2001, the Measles Initiative* has cut measles-related deaths in Africa by nearly 60% compared to 1999. Following the 2005 tsunami, the Measles Initiative brought vaccines to children of Southeast Asia, preventing a probable epidemic.

The Red Cross has made a long - term commitment to this initiative, vaccinating over 200 million children and preventing 1.2 million deaths. Last year, the Central Maryland Chapter alone raised over \$8,000.00 for this cause, saving 8,000 children from this disease.



The vaccination campaigns vary from country to country according to their at-risk population, and generally last a few days to a few weeks.